



Communicating Rural Development to Citizens
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***Networking, Communication
and Stakeholder engagement***

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European Commission
Agriculture and
Rural Development



General CAP communication strategy

2 main goals/target groups:

- **Involve stakeholders (governmental and non-governmental) in CAP development and implementation**
- **Raise public awareness about the CAP and illustrate achievements and relevance for EU citizens**

ENRD fits within the general CAP communication framework



CAP communication strategy

DG AGRI Communication Action Plan 2012

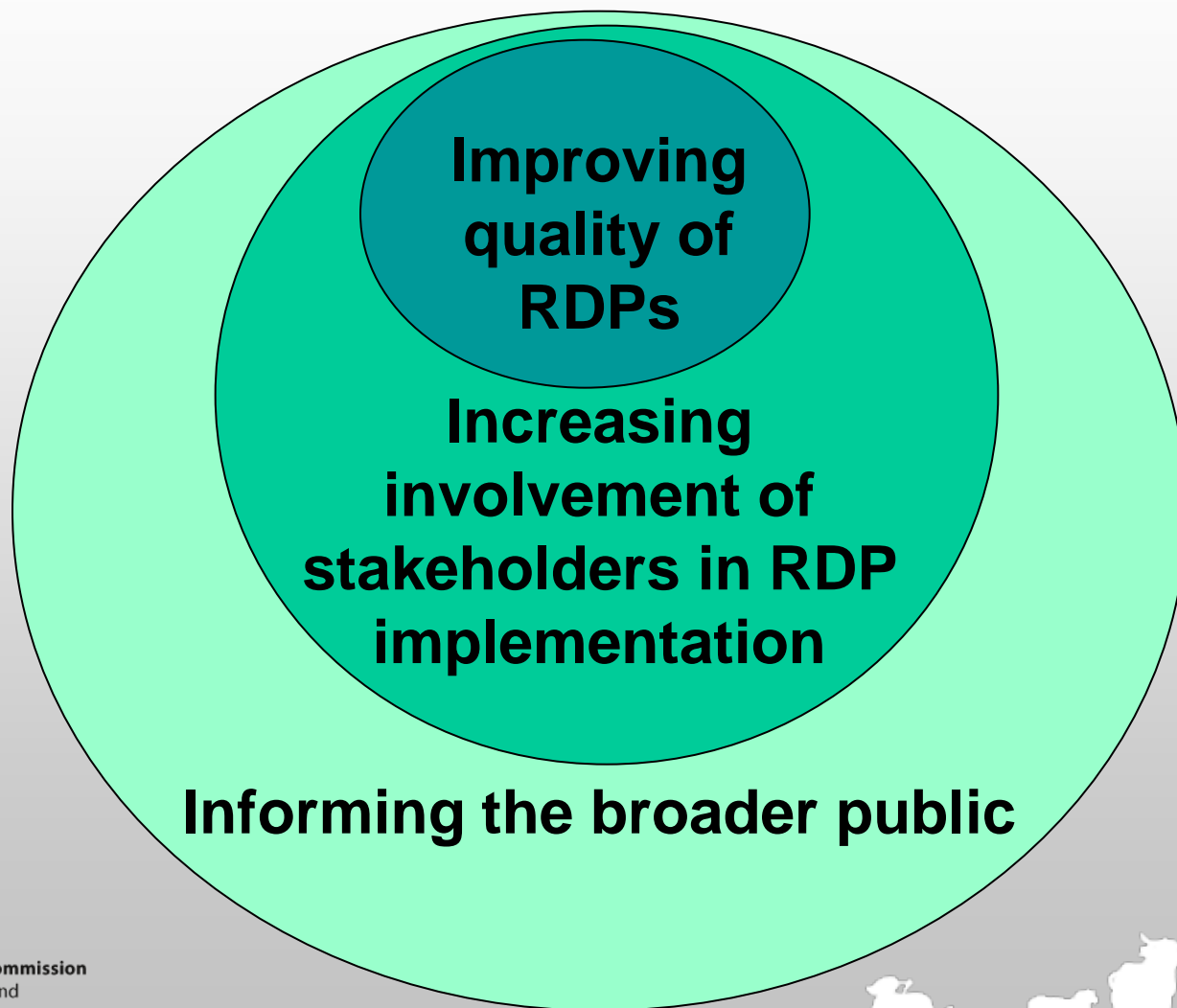
2 major projects:

- CAP post 2013
- 50th anniversary of the CAP (born in '62)

Many ENRD activities in year 4
contribute

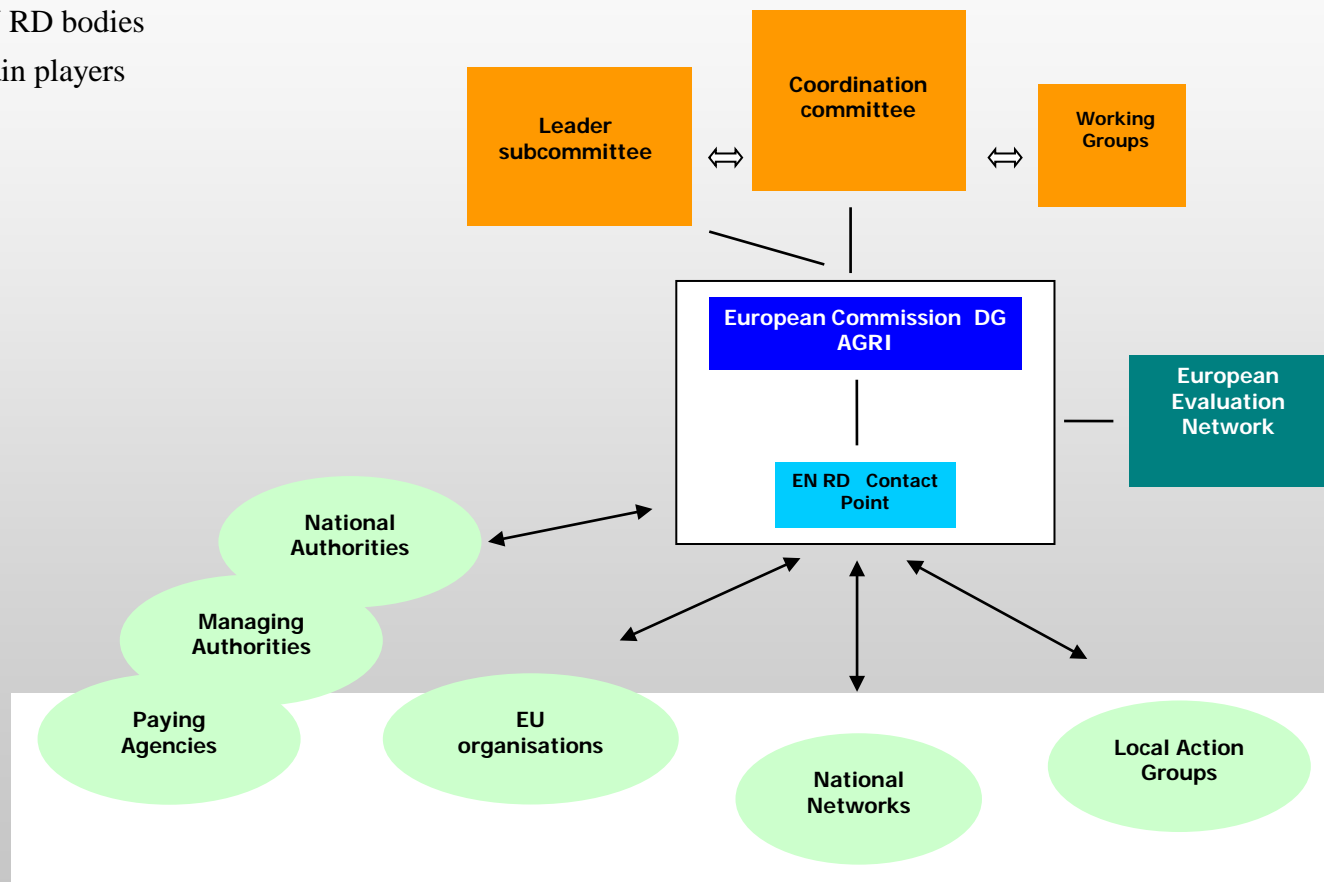


ENRD objectives



EN RD Stakeholders

- EN RD bodies
- Main players



Networking as a policy tool

- Allows to involve stakeholders on an on going basis
 - Engaging all stakeholders and actors in the policy
 - By developing and sharing knowledge, promoting exchange and cooperation
 - ‘Connecting rural Europe’ => creating a community of RD practitioners
- Can inform the broader public on the benefits of RD policy
 - Rural stories, project examples, rural urban linkages
 - What the countryside has to offer, value for tax payer’s money



ENRD tasks

Administrations

- Collect, analyse and disseminate information
- Consolidate good practices
- Set up and run thematic groups
- Provide information on rural areas

Organisations

- Organise meetings and seminars
- Support national networks and co-operation
- For LAGs: capacity building, exchange of experience and cooperation

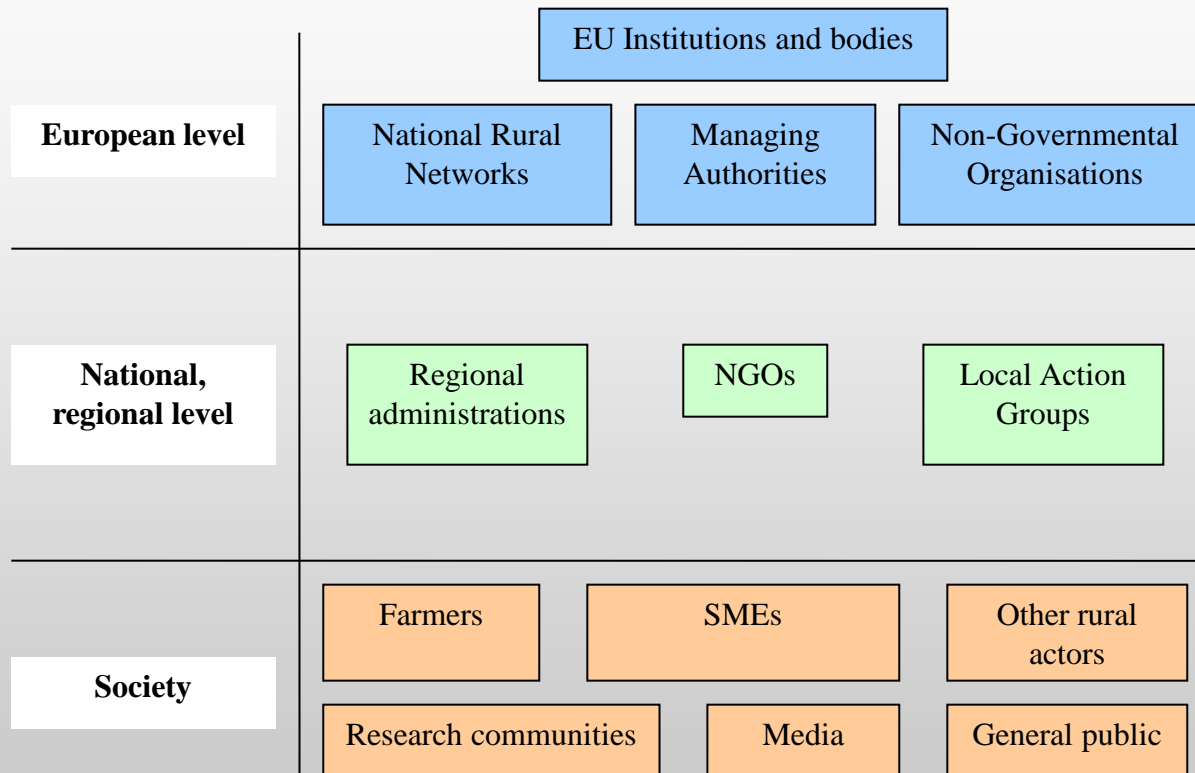
National Networks

LAGs

Broader public



Target groups and potential multipliers



Administrations

Stakeholders

Communication as
the life blood of
networking

Players on the ground



Communication

- How do we communicate
- What communication tools do we have
- Over to the next presentation

